

Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM:OIFI:FBP: JMLIGHTMAN/LM
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STATE/OBP/SBRATTAIN
COMMERCE/PTO/DALLEN

-----032171 121508Z /75

R 121407Z JUN 78
FM SECSTATE WASHDC
TO AMEMBASSY MANAGUA

UNCLAS STATE 148232

E.O. 11652:N/A

TAGS:EIND, NU

SUBJECT: TRADEMARK APPLICATION FOR LIGHT (BEER)

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEANS" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2- IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON
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PENDING TRADEMARK APPLICATIONS. THE USTA AND THE U.S. BREWERS ASSOCIATION, INC. HAVE INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM "LIGHT" RECENTLY FILED IN NICARAGUA.

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO.

2303 FILED APRIL 6, 1978 BY COMPANIA CERVECERA DE NICARAGUA
TO REGISTER LIGHT IN CLASS 32 FOR BEER ON GROUNDS TERM IS
GENERIC AND NOT PROPERLY REGISTRABLE AS EXCLUSIVE TRADE-
MARK. OPPOSITION PERIOD EXPIRES JUNE 21, 1978. REPORT ON
RESULTS REQUESTED. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADEMARK APPLICATIONS, ALCOHOLIC BEVERAGES
Control Number: n/a
Copy: SINGLE
Draft Date: 12 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE148232
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Document Unique ID: 00
Drafter: OIFI:FBP: JMLIGHTMAN/LM
Enclosure: n/a
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Errors: N/A
Expiration:
Film Number: D780245-0199
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From: STATE
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t19780669/aaaachmq.tel
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Litigation Codes:
Litigation History:
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Message ID: 324dd18a-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Review Action: RELEASED, APPROVED
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
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Review Withdrawn Fields: n/a
SAS ID: 2388088
Secure: OPEN
Status: NATIVE
Subject: TRADEMARK APPLICATION FOR LIGHT (BEER)
TAGS: EIND, NU, US
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Type: TE
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Review Markings:
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